

**Pedal Power ACT
Strategic Plan 2019-2021**

Our Goal (*the big picture we want to see for cycling*)

Canberrans recognise cycling as a healthy everyday activity supported by infrastructure, policies and attitudes enabling all residents and visitors to improve their wellbeing by riding comfortably and conveniently and safely.

Our Vision (*of what PP as an organisation will be*)

Canberrans join Pedal Power ACT as the recognised, respected and leading community based recreational and transport cycling organisation and voice for cycling in the Territory.

Our Mission (*PP's purpose to achieve that Goal*)

To advance the health and wellbeing of the ACT community through more Canberrans cycling, more often.

1. Build acceptance of cycling in the community

- a) Build community support for cycling as a valued activity for health and wellbeing, transport, recreation, tourism, the environment, and personal enjoyment.
- b) Increase the number of people and proportion of women who cycle.

2. Build and utilise our capability to advocate government, business and community to drive investment in cycling

- a) Successfully advocate for measures that will increase cycling/active travel, now and in the future, through planning and infrastructure, maintenance and end-of-trip facilities.
- b) Seek and develop opportunities to increase investment in cycling.

3. Help make cycling convenient, comfortable, safe, healthy and enjoyable

- a) Identify and address barriers that limit the accessibility of cycling.
- b) Increase the proportion of Canberrans who regularly cycle for improved health and wellbeing.
- c) Deliver valued training, rides, information and resources about cycling.

4. Maintain a financially sustainable organisation and products that members value

- a) Create and maintain adequate financial reserves, through profitable membership rates and by generating surpluses from activities.
- b) Engage with our members to design and deliver valued products and services.
- c) Diversify revenue sources, including from members, grants, events and sponsorships.
- d) Grow total membership and increase member diversity and retention rates.
- e) Offer a cycling insurance scheme delivering value for money.
- f) Maintain efficient and effective IT systems and member online facilities.

5. Develop and support an effective workforce

- a) Support, value and recognise staff and volunteers.
- b) Sustain an effective and diverse Board.